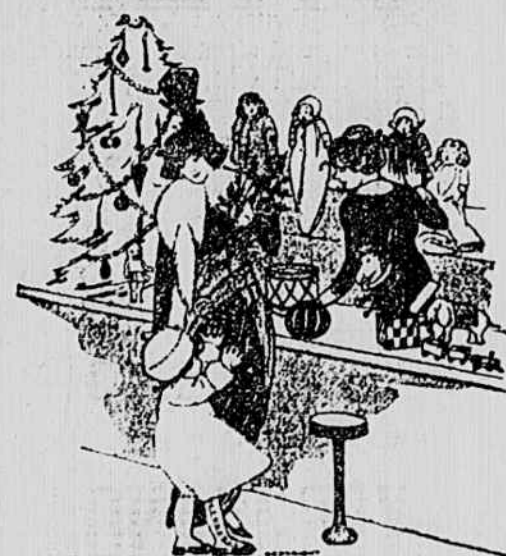


All Have Caught the Delightful Christmas Spirit

And Those Seeking Gifts That Combine Beauty, Art and Worth With Practicability Come to Cohen's



Beause Gifts of this nature are here in boundless array, ranging from those that cost LITTLE, BUT ARE WORTHFUL, up to those of rare distinction and elegance for people who desire to give something very fine. Thousands of Santa's disciples look to Cohen's as a true haven when seeking gifts of real substantial merit.

Great quantities of worth-while-giving-gifts are priced in many instances well below those regularly prevailing elsewhere. Many Christmas goods are marked at very attractive special low prices.



In Cohen's Toyland

TOYS FOR THE TOTS

Novel, New, Instructive and Modestly Priced.

For tiny tots and the bigger boys and girls. Wonderful toys from across the sea. Dolls that do LIVE things. Mechanical novelties that make an interesting display. This is a holiday Toyland that all are delighted with.

Baby Carriages . . . 50c to \$9.00
Jointed Dolls . . . 25c to \$4.00
Dressed Dolls . . . 25c to \$1.50
Celluloid Dolls . . . 10c to \$2.00
Character Dolls . . . 50c to \$2.00
Beds from . . . \$1.00 to \$7.00
Furniture, oak or white, to \$10.00
Pianos . . . 25c to \$10.00
Drums . . . 25c to \$10.00
Foot Balls . . . \$1.00
Sewing Machines . . . 50c to \$5.00
Games . . . 25c to \$10.00
Velocipedes from . . . \$1.50 to \$15
Tricycles . . . \$3.25 to \$15.00
Bicycles . . . \$19.50

Automobiles . . . \$4.50 to \$25
Sleighs . . . 29c to \$2.75
Shoddy . . . 50c to \$3.50
Christmas Trees . . . 5c to \$2.00
Push Horses . . . 25c to \$10.00
Ten Pins . . . 25c to \$1.50
Horses on Sticks . . . 29c to 49c

Telegrapher Instrument, \$1.25 to \$2.50.
Wireless Instruments . . . \$1.75
Bears . . . \$25c to \$6.00
Dogs . . . 50c to \$2.00
Mechanical Toys . . . 19c to \$2.00
Steam Engines . . . \$1.00 to \$35.00
Electric Trains . . . \$3.75 to \$25
Magic Lanterns . . . \$1.00 to \$8.75
Moving Picture Machines, \$2.25 to \$87.50.
Decorated China Tea Sets, 25c to \$2.00.
Aluminum Sets . . . \$1.00 to \$4
Toyland.

Bisque Jointed Dolls, long curly hair, dark or light, eyes that open or close; 20 in. tall; always sells for \$1.00
\$1.50, Monday

Bring the Children to Enjoy Toyland to Their Heart's Content, and to See and Talk to Santa Claus

Waists of Beauty

Dainty, exclusive styles in the newest lace effects so much admired by all women who see them. For Monday they are all attractively priced.

French Waists, exact reproduction of imported models, all lace and chiffon, in white and the new colorings; most attractively low priced.
\$5.00, Monday only
Mourning Waists: peau de chine or taffeta; plain silk net yoke and collar.
\$5.00
Chiffon Waists, of the softest all silk chiffon, in colors, low silk turn over collar; were \$5.00, Monday only
\$3.75
Fine Marquisette Waist, of embroidered lace and fillet ruffles neck and front, with a touch of fur; very chic; an interesting value.
\$2.85
Lingerie Waists, in endless variety of dainty styles, 75c, \$1.00 and . . .
\$1.25
Second Floor.

Here Is Surely a Chance To Buy Serviceable, Practical Gifts For Little Money. If You Will See Them You Will Quickly Realize the Extraordinary Values

Marabou Boas and Muffs

\$5.98 Marabou Muffs . . . \$4.25
\$3.98 Marabou Boas . . . \$2.50
\$6.50 Marabou Boas . . . \$4.50
\$7.50 Marabou Boas . . . \$5.00
\$10.00 Marabou Boas . . . \$6.50

Many such remarkable values throughout the beautiful stock of Marabou Pieces.
Main Floor.

585 Garments Come Tumbling In

Wonders In Made Garments Do Not Seem to Cease This Season

163 Women's Coats, 134 Women's Suits
216 Women's Dresses



All at break-neck values for quick selling. The continued mild weather has proved this the fast ripening season for extraordinary BARGAINS, and Cohen's store has been foremost in the field for buying.

\$32.50 to \$40 Suits, \$25

In a variety of newest styles, as well as the plain-tailored models, in a broad range of the most popular shades of purple, taupe, brown, mahogany, green, navy and black. These suits sold from \$32.50 to \$40.00. Monday
\$25.00

\$15 Suits for \$9.50

Serge, fancy materials and wide wale diagonals, the most desirable and newest models; many different styles to select from; guaranteed satin lined, and fancy draped skirts, in navy, brown, black and gray; regularly sold up to \$15.00; Monday
\$9.50

\$25 Suits for \$15

Brocades, poplin, serges and fancy materials; ten different styles to select from, all of which are chic and desirable. These suits being represented sold up to \$25.00. Monday
\$15.00

\$10 Coats for \$6.95

Boucle Coats, 48-inch cutaway models, plush trimmings, in navy, brown and black; stylish, serviceable Coats, that always sell for \$10.00. Monday
\$6.95

\$15 Coats for \$9.50

Boucle, chinchillas and other fancy cloths so popular this season, in a choice selection of splendid models, fur and plush trimmed; really \$15.00 Coats. Monday
\$9.50

\$17.50 to \$20 Coats, \$12.50

Boucle, Astrachan and Chinchilla.
\$10 Dresses for \$5.75

Party Dresses, in chiffon and shadow lace, rhinestone and rosebud trimmings, in the best styles of the season and all the prettiest shades of lavender, maize, light blue, that sold regularly up to \$10.00. Monday
\$5.75
Second Floor.

For Handkerchiefs



No store in Richmond like Cohen's. Large stocks, great assortments, better values.

Every good kind direct from the good makers in Belfast, Ireland, France, Switzerland and the largest mills of America. And this is the time to get the initials, when the assortments are complete and there are abundant quantities at every price.

For Women—Initial Handkerchiefs, 4 in a box . . . 25c
Fancy Embroidered Handkerchiefs, 4 in a gift, for . . . 50c
Pure Linen Embroidered Handkerchiefs, regularly 50c each, Monday . . . 25c
25c Lace Trimmed and embroidered Handkerchiefs; special lot, each . . . 17c
Irish Embroidered all linen Handkerchiefs, in Christmas box, for . . . 75c
Sheer Embroidered Handkerchiefs—A great variety of styles to pick from; fine quality; 12 1-2c each, each . . . 12 1-2c
Handkerchiefs for 5c each, embroidered corners; very sheer Shamrock lawn centres; 5c and 10c value.

Dress Goods

59c Shrunken Storm Serge, 45c

all wool; navy and black; 36 inches wide.

Main Floor.

\$2.50 Cloaking, 98c

3 pieces only; tan, blue and gray, with stripe back, to close.

Main Floor.

White Goods

\$1.25 Regal Longcloth, 89c

Real chamois finish; full 12-yard bolt.

Main Floor—Rear.

Wash Goods

12 1/2c Light Outings, 7 1/2c

10 to 20-yard lengths; heavy cloth, stripe checks and neat plaid. Will cut the longest lengths to suit.

Main Floor.

Silks of Quality

\$2.65 Black Canton Crepe, heavy crinkly quality, guaranteed pure Lyons dye; Monday, yard . . . \$2.00

\$1.50 and \$1.00 Silks—Persian taffeta, stripe satin De Luxe, plaid chiffon taffeta, twilled silk serge; about 200 yards to close out, yard . . . \$1.00

Main Floor.

Jewelry As Gifts

Flawless Workmanship In New and Novel Shapes



A well selected piece of jewelry is a lifetime remembrance, therefore you should choose your gift with unusual care, looking more to exclusiveness of design than to the effects. You may buy your Xmas gifts of jewelry here with safety.

Solid Gold Jewelry.
Men's Rings, with different colored stones, actual \$25.00 rings, for \$15.00.
Men's Rings, 3 styles to select from, \$12.00 values, for \$7.50.
Solid Gold Hearts, very dainty, \$1.00.
Neck Chains, 15 inches long, for \$1.50.
Scarf Pins, for \$1.00.
Bar Pins, beauties, for \$1.50.
Baby Pins, from \$1 to \$2.00 a pair.
Men's Coat Chains, for \$2.00.
Crosses, beauties, for \$5.00; others for \$6.50 to \$10.00.
Cuff Buttons, sold for \$5.00, for \$3.50.
Men's Cuff Buttons, beauties, for \$2.75.
Solid Gold Tie Clips, for \$1.98 and \$2.50 to \$3.98.
Bar Pins, beauties, stone set, for \$2.98 and \$3.98.
Cameo Brooches for \$5.00, \$6.98, \$7.50 to \$35.
La Vallieres, for \$2.98, \$3.98 up to \$23.00.
Children's Bracelets, for \$6.98; others for \$10.00 to \$15.00.
SELECT JEWELRY FOR YOUR GIFT.
Solve your gift-giving problems by seeing these pretty, substantial and useful articles.
A demonstration of W. L. Gold Shell Rings, over 300 styles to select from, guaranteed for five years or new ring, 25c, 50c, \$1 and \$1.50.
Superior Gold Top Piece at 50c, consisting of Link Buttons, Neck Chains, Collar Pins, Tie Holders, Brooches, Fobs, Coat Chains, Sautoirs, Pendants, La Vallieres, each in an attractive box.
Cameo Brooch Pins, gold filled mountings; \$2.98 values, for \$1.98.
Mesh Bags, 5 inches long, delightful little bags, made to sell for \$5.00, for \$3.50.

A large assortment of Mesh Bags, actual value \$2.50, for \$1.75.
STERLING SILVER FANCY GOODS.
Hundreds of useful articles, attractive, unique and priced very low.
Comb, Brush and Mirror Sets at \$9.50, \$10.00, \$12.50 and \$12.75.
Manicure Sets for \$2.98, \$3.98, \$5.00, \$6.00 up to \$17.50.
Manicure Sets, prices begin at \$2.98, \$5.00, \$6.00, \$6.98 to \$9.85.
14-Piece Manicure and Comb, Brush and Mirror Combination Sets, for \$29.00 and \$30.
Picture Frames, \$1.00, \$2.50, \$3.97 to 5.75.
Vanity for \$1.50.
Coin Holders for \$1.50 and \$2.50.
Pencils, for 25c; others for 30c and 50c.
Cigarette Cases for \$5; others, \$6.98.
Men's Card Cases for \$3.98.

Main Floor.

Bedding—Fourth Floor

Extra heavy samples double bed sheets, 75c value, . . . 59c
11-4 size White, Gray or Plaid Blankets, \$1.00 value, 77c
12 1-2c Pillow Cases, 71-2c
Pillow Cases, embroidered, in boxes suitable for Christmas gifts, pair . . . 39c

\$2.50 Bath Robe Blankets, \$1.98
Solid color pink and blue Heavy Wool Nap Blanket, 11-4 size, \$3.25 value, \$2.00
Sheets—Scalloped edge; 81x90; made of heavy round thread sheeting; regular \$2.00 value, \$1.50 pair . . . \$1.50

Oil and Gas Heaters

Oil Heaters; all styles and kinds for heating large and small rooms. In special prices, ranging from \$2.49
Gas Heaters—Japanese cylinder heaters, for heating bath room and bed room . . . 98c
Others in 4 and 6 tubes, high and low models, upward . . . \$6.00
Third Floor.

Compliments Upon Compliments Are Paid the Third Floor Houseware Store

It is declared by everybody the most gorgeous assortment; the most artistic collection of China, Lamps, Cut Glass, and the thousand and one things that Europe and America have produced. Nothing like it in Richmond.

And Cohen's store always sees that the prices are the best and lowest.

It is the occasion where buying power permits the giving of extraordinary values.

\$6.98 and \$7.50 Chafing Dishes, \$4.95



Full size, of extra heavy nickel or copper, with patent alcohol lamp.

THREE SPECIAL TABLES OF IMPORTED CHINA—Fruit Bowls, Nut Sets, Celery Dishes, Vases, Plates, Cups and Saucers, Bonbon Dishes, etc., etc. Specially priced at 25c, 50c and \$1.00. Articles regularly at 50c to \$2.00.

The Babies' Heavy Coat

Children to 6 years of age will find them to their hearts' content—correctly made—the right, this season's material, and up to the last most charming style.

New Prices for these to-morrow—Chinchilla Coats; navy, gray, brown or red, up to \$6.50. Specially priced for Monday . . . \$5.00
Zibeline Coats; also plain cloth, an assorted lot of \$5.00 . . . \$3.50
Cloth Coats—In a variety of choice colors, small sizes only. They were regularly \$2.50 to \$3.50, on Monday . . . \$1.90
Second Floor.

Neckwear

Most becoming styles in Neckwear; made of lace, net, silk, chiffon and fur combinations; all neatly boxed, each at 25c 50c 50c and . . . 75c
Special showing of neat styles in Mourning Neckwear, at 25c 50c and . . . 75c
Net and Lace Fleche Collars, 25c
Fancy 25c Bows, of silk and velvet combinations . . . 15c
Phoenix 50c Knit Mufflers, 25c
Main Floor.

Punch Bowls
Hand Painted Nippon China, beautiful gold and flower decoration; footed stand, with 12 cups to match . . . \$20.00

Punch Bowls
English Bone China; pretty rustic design; 12 mugs to match; regularly \$10.00 . . . \$7.50

Salad Sets
English Bone China, Oriental and rustic designs, 1 footed salad bowl, 1 cracker dish and stand, with 12 plates; regularly \$12.00 . . . \$7.50

Chocolate Sets—Fine German china, with neat floral decoration; 1 chocolate pot and 6 cups and saucers; value \$1.75, set 98c



\$8.98 Coffee Machines
\$4.95 Sternau Coffee Machines, of copper or nickel, with Sternau alcohol lamp.
\$19.00 Dinner Sets, \$12.98
American Porcelain Dinner Sets, of 100 pieces; have beautiful border decoration and gold edges.

Bath Robes and Kimonos

Tasteful tints and the softest luxurious comfortable materials, made up in exquisite styles, are presented in the Bath Robes and Kimonos you'll find at Cohen's. What can you give that will be so often and so long remembered as a delightful negligee piece of luxury?

Every desire and every purse may be fully gratified at Cohen's. Come and be delighted.

FOR WOMAN AND MISS

Bathrobes, \$1.98 to \$8.50 Kimonos, 98c to \$22.50

Cohen's Is a Bigger Book Store To-Day Than It Has Ever Been

And it's not a book store loaded down with old books carried over from year to year. Every Christmas brings new fresh books. All the publishers' volumes that are appreciated and cherished by every reader, from the tiny book to every valuable book published, including devotional works, Bibles, hymnals, Prayer Books, Testaments, Rosaries, and all other works generally in use by the various denominations.
The third floor devotes an entire aisleway to books with all the 1914 novelties.
Calendars, Christmas Letters and Cards are also in great abundance and variety.

BARGAIN BASEMENT

MONDAY BUYING CHANCES

12 1/2c Percale, yard wide, in neat figures and stripes, yard . . . 6 1/2c
15c Crepe, for kimonos and dressing gowns, 83 1/4c
8c Apron Gingham; assorted checks, fast colors yard . . . 4 1/2c
10c Outing Flannels, all colors, in stripes and checks, per yard . . . 6c
12 1/2c Dress Gingham, assorted styles, at 7 3/4c
\$1.00 English Longcloth—fine soft finish, 10-yard pieces . . . 59c

The COHEN CO. INC.
THE DAYLIGHT STORE 9 RICHMOND